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# Press Release

## FOR IMMEDIATE RELEASE

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**ANHEUSER-BUSCH, NATURAL LIGHT AND THE CONSERVATION FUND  
GIVE A HOLIDAY GIFT TO NORTH CAROLINA COASTAL FEDERATION  
‘Keep it Natural Carolinas’ Will Support Local Coastal Restoration**

**Ocean, NC** – A partnership with The Conservation Fund, Anheuser-Busch and its Natural Light and Natural Ice brands will help North Carolina’s coastal shorelines “Keep it Natural” in time for the holidays this year. The “Keep it Natural Carolinas” program will support the North Carolina Coastal Federation’s work to safeguard coastal waters and to protect and restore oyster habitat and natural shorelines.

The North Carolina Coastal Federation has the largest restoration project in North Carolina’s history underway at North River Farms in Carteret County. Nearly 5,000 acres of farmland will be returned to wetlands to help restore water quality in the area. Other projects include a shoreline restoration at Carteret Community College on Bogue Sound, and oyster habitat restorations at Hoop Pole Creek in Carteret County, Morris Landing in Onslow County and Airlie Gardens in New Hanover County.

A consumer-driven initiative, “Keep it Natural Carolinas” encourages citizen involvement, supports on-the-ground conservation and restoration efforts and includes advertising and a regional sweepstakes in both North Carolina and South Carolina. This year the public-private initiative joins with the North Carolina Coastal Federation and the South Carolina Coastal Conservation League to help conserve coastal shorelines, preserve wildlife habitat and expand recreation opportunities in both states.

“Natural Light is proud to partner with The Conservation Fund to enhance the ‘Keep it Natural Carolinas’ program,” said Jim Lukowski, director of Natural Light for Anheuser-Busch. “With the addition of the North Carolina Coastal Federation, this program will be able to conserve additional vital habitat and recreation areas for local residents.”

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"Partnerships like this one are what make our work to restore and protect the coast effective," said Todd Miller, executive director of the North Carolina Coastal Federation. "We're very pleased to work with Anheuser-Busch and The Conservation Fund to help citizens keep our coast natural and productive."

"The 'Keep it Natural Carolinas' program exemplifies Anheuser-Busch's abiding dedication to the protection of our coastal natural resources and the creation of new areas for public recreation," said The Conservation Fund's president and CEO, Larry Selzer. "Anheuser-Busch and Natural Light demonstrate how businesses and environmental organizations can work together to produce lasting, mutually beneficial results. We applaud Anheuser-Busch, Natural Light and the North Carolina Coastal Federation for contributing to the conservation of our nation's coastlines."

The partnership is also supporting the South Carolina Coastal Conservation League, which works to protect coastal shorelines, wildlife habitat and recreation opportunities near Charleston, SC.

To date, "Keep it Natural" has supported the protection of more than 110,000 acres of wildlife habitat, working landscapes and recreation areas in North Carolina and South Carolina.

In addition to the "Keep it Natural Carolinas" program, The Conservation Fund, Anheuser-Busch Companies and Natural Light have partnered on a national campaign to preserve a total of one million acres for the National Wildlife Refuge (NWR) System. Thus far, the program has supported, among others, land protection efforts at Pelican Island NWR in Florida, Waccamaw NWR in South Carolina and Trinity River NWR in Texas. Anheuser-Busch, through its Natural Light brand, is providing some of the funding to launch this nationwide effort. Additional details about the Keep it Natural program are available at [www.ABenvironment.com](http://www.ABenvironment.com).

### **North Carolina Coastal Federation**

For more than 24 years, the North Carolina Coastal Federation (NCCF) has worked with citizens to safeguard the coastal rivers, creeks, sounds and beaches of North Carolina. NCCF has protected or restored about 50,000 acres and consists of more than 8,000 members, 150 group and agency partners, 600 active volunteers and a 16-member professional staff. NCCF has four key program areas: strengthening environmental standards; encouraging enforcement of environmental laws; restoring and protecting habitat and water quality; and educating citizens and community leaders.

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**About Anheuser-Busch**

Natural Light and Natural Ice are brewed by Anheuser-Busch, Inc., the leading American brewer holding 50 percent of the U.S. beer market. For more than one hundred years, Anheuser-Busch has made protecting our environment part of its way of doing business, beginning with recycling spent brewers' grain for cattle feed. Today, the company recycles more than 97 percent of the waste it generates, nearly 5 billion pounds of materials annually. In addition, Anheuser-Busch is one of the world's largest recyclers of aluminum beverage containers. The company's SeaWorld and Busch Gardens Adventure Parks are leaders in animal rescue and rehabilitation and have supported conservation projects worldwide for more than 30 years. The company also supports leading community and national conservation organizations, such as The Conservation Fund, the National Fish and Wildlife Foundation and Keep America Beautiful. For information on Anheuser-Busch's environmental efforts, visit [www.ABenvironment.com](http://www.ABenvironment.com).

**The Conservation Fund**

The Conservation Fund is the nation's foremost environmental nonprofit dedicated to protecting America's land and water legacy for current and future generations. Seeking innovative conservation solutions for the 21st century, the Fund works to integrate economic and environmental goals. Since its founding in 1985, the Fund has helped its partners safeguard wildlife habitat, working landscapes, community "greenspace" and historic sites totaling more than 175,000 acres in North Carolina and 5.5 million acres nationwide. With one percent fundraising costs and 96 percent program allocation, The Conservation Fund is recognized as the nation's top-rated environmental nonprofit by both the American Institute of Philanthropy and Charity Navigator. Visit us online at [www.conservationfund.org](http://www.conservationfund.org).

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**About the North Carolina Coastal Federation:  
"Citizens Working Together for a Healthy Coast"**

The North Carolina Coastal Federation (NCCF) is the state's only non-profit organization focused exclusively on protecting and restoring the coast of North Carolina through education, advocacy and habitat restoration and preservation. NCCF headquarters are located at 3609 Highway 24 in Ocean between Morehead City and Swansboro and are open Monday through Friday from 8:30 am to 5 pm. The headquarters include NCCF's main offices, the Cape Lookout Coastkeeper office, a gift shop, Nature Library, Weber Seashell Exhibit, Learning Center, and adjoining nature trail. The NCCF also operates field offices in Wilmington and Manteo. For more information call 252-393-8185 or check out NCCF's website at [www.nccoast.org](http://www.nccoast.org)